

HOW POPULAR CARS GOT NAME

Aristocratic Art of Old Is Modernized in Names of Favorite Models.

There are many styles and types of automobiles in use today, but probably the five best known and most popular in the United States are the coupe, the sedan, the limousine, the touring car and the roadster. The first three names are French in their origin and the last two are English.

The word "coupe" was applied originally to a four-wheeled closed carriage for two persons inside, with an outside seat for the driver. It is derived from the French word meaning "to cut" and is so called because it gives the appearance of a larger carriage cut in half.

The word "sedan" is probably one of the oldest terms applied to a vehicle for transportation. It was used for the first time in France, and of that name. The first sedans were portable enclosed chairs carried on poles by two men. They were extremely popular in England and are still used in China, Austria and India.

"Limousine" was originally the name of a cloak worn in France, and probably originated from Limousin, the name of an old province in central France. Today it is applied to the chauffeur-driven car with an enclosed compartment. The driver's seat is outside, but covered by a roof.

"Roadster" was first applied to vessels that worked their way by means of the wind. Later it was used for bicycles. The modern roadster has an open body and was designed primarily for two persons.

The touring car, which is the most familiar type of car, takes its name from the fact that it is used by motorists on lengthy tours. It is an open car also, with a top and four doors, seating seven passengers.

The nine new styles of the 1920 Haynes character cars which have met with such a tremendous demand throughout the country are in a great way responsible for the popularity which these types of cars enjoy," says S. C. Bortoff, at the West Texas Motor company, who sells Haynes cars locally. "Since the appearance of the 1920 Haynes sedan, coupe and limousine the interest in the demand for closed cars has been steadily noticeable. Whereas the sedan and coupe a few years ago were used mostly for city purposes, these types are now being used by thousands of motorists for long distance tours."

Greenwood Is Made District Salesman For Lester Motor Co.

C. A. Greenwood has been appointed district salesman by manager Roy A. Lester, of the Lester Motor company. Mr. Greenwood was formerly automobile agent of the El Paso Morning Times and is thoroughly in touch with the auto situation in this section. After selling a Chalmers car here to demonstrate that he is his old time form, Mr. Greenwood started on west Texas territory, after which he will make New Mexico and Arizona. Mr. Greenwood formerly saw extensive service as an auto salesman at San Antonio, where he was employed before entering the army, in which he served as an officer during the late war.

COMpetition IN TIRES IS KEEN

Local Tire Buyers Profit by Large Number of Tire Firms in El Paso.

"El Paso tire buyers should realize that they are getting the best tire bargains there is to be had any place in the country," states C. M. Russell, manager of the Perry-Bunnell Tire Co. "The number of tire concerns here is unusually large for a city the size of El Paso," continues Mr. Russell, "for which reason the competition is keen and the buyers get the benefit. All known brands of tires can be found here and some new ones not so well known. El Paso car owners are fortunate in getting better tire values here than in any other city in the southwest."

Mr. Russell has just equipped an extra service car, the company now having three in operation, although the company's new tire store has been open but a few weeks. Believing he needed a vacation, Mr. Russell went up to Lake Valley, N. M., a few days ago, but was called back by wire because of business.

37 Counties In Texas Are Making Roads

Work On Highway From Texarkana To El Paso Is Being Expedited.

Austin, Texas, Aug. 16.—Construction work is now under way in 37 counties in Texas on a dozen different highway projects, some of them of very considerable importance to the development of tourist travel. Of special note is the fact that the work on Highway No. 1, the Bankhead National, Texarkana to El Paso, is being pushed. This is a highway which will carry much of the transcontinental travel.

Of further note is the work which is being done on the highway between Houston and San Antonio, also of transcontinental importance. The 27 counties where work is going on include Arkansas, Baylor, Bell, Bexar, Brooks, Caldwell, Cherokee, Colorado, Comal, Culberson, Dallas, Dickens, Fannin, Fayette, Fisher, Ford, Freestone, Gonzales, Gregg, Harris, Hempstead, Jasper, Nolan, Randall, Rusk, San Augustine, Smith, Shackelford, Taylor, Travis, Val Verde, Van Zant, Ward, Wheeler, Wilbarger, Williamson and Wink.

How Money Is to Be Spent.
The present plan of the state highway department with reference to the expenditure of money out of the special highway fund in a county contemplates that it shall first be spent upon designated highways; then upon intercounty highways; and not until it has been ascertained that the designated state and intercounty highways are being properly maintained may the commissioners expend any of this money upon either highway.

POWERS LENDS HELPING HAND

Goes to Aid of Rancher Whose Horses Were About "All In."

"Would you mind me helping you with that job, pardner?" The question was put by Tom Powers, of El Paso, to a rancher, as Powers was on his way to Tularosa. "No objections at all," replied the man following the plow, "but the trouble is with the horses, not me, and if you can take the place of a horse I sure won't object."

"I've got you," replied Powers. Now it happened that Tom was returning from a tractor demonstration and his Moline was but a short way behind. When it came up Powers himself got on the machine and pushed into the field, spent the remainder of the afternoon showing how the tractor did the work, as Mr. Powers expressed it.

"I made some other demonstrations which satisfied a lot of ranchers and farmers that the Moline is the best horse right along," stated Mr. Powers on his return to El Paso this week. "And it's not only the farmer that recognizes the real value of a Moline but loan companies as well. They are making it easier for a farmer to get a tractor. Such corporations as the Western Farm Credit Co. have won the approval of the state highway department by lending money on the Moline this company wrote me making unqualified offer, saying in their letter the 'Moline is one of the few tractors we carry on our approved list.'"

"I consider this one of the greatest helps to the farmer," and then only upon approval by the highway department.

Salary of the county engineer, whether regularly employed or as an expert, may be made from the special road fund only for the actual time employed upon designated state roads. The state highway law provides that the collector shall deposit in the county depository to the credit of the special highway fund one half of the gross registration chauffeur or transfer fees collected in his county; this special fund is to be spent under the direction of county commissioners in the maintenance of public roads only and for no other purpose; and such expenditure must be within the rules prescribed by the state highway department, of which two are given above.

It is held, under the above citation, that any commissions paid the county treasurer shall be from the county funds and not from the special road fund.

Certainly This Car Must Be a Submarine
Recently Les Frost was recounting the virtues of a Franklin car. "It uses less gasoline than any other car," said Mr. Frost. "In appearance it is unrecognizable. It may also be used as a submarine if the occasion arises." "A submarine?" inquired Mr. Frost's listener. "How do you get that?" "Well, Annette Kellerman uses a Franklin Sedan."

EL PASO HERALD

SEARCHLIGHT ON MOBILE TEST

The recently completed 6000 mile journey of the three ton searchlight equipment from Lynn, Mass., to Carlsbad, N. M., and return, is a remarkable new record for motor transportation.

Mounted on a Cadillac chassis, the great searchlight, not carried over every possible form of trail and roadway. Streams and swamps which seemed impassable were either forded or bridged. The over-all height of the unit, 11 feet, made the clearance a matter of inches only, where low bridges were encountered.

The weight of car and equipment, 3200 pounds, represented a ton and a half overload, which the Cadillac chassis was not designed to carry. No signs of weakness developed in the chassis, and upon its return to Lynn, Mass., it was disassembled under the eyes of General Electric and Cadillac mechanical men and each part was carefully tested.

The engine also was found in first class condition at the end of the long trip.

The searchlight itself was in working order throughout the journey, and after its arrival at Carlsbad field it was immediately put to work on military purposes. The searchlight was developed by the General Electric company.

LESTER MAY ENTER MAXWELL
Canadian Victory May Cause Change of Car in El Paso-Phoenix Race.

Word that the most coveted prize in Canadian motoring circles has been won by a private Maxwell owner, has put manager R. A. Lester to guessing as to what car he will drive in the El Paso-Phoenix race.

During the annual Ottawa Journal Reliability Tour, a Maxwell was entered in the class over Chazy Falls hill, considered the most difficult climb in Canada on any of the prominent road courses. The Maxwell won the climb out of a field of 14 cars and despite the fact that the climb was made with a steady drizzle of rain, clipped 11.5 seconds of the record.

It had concluded to enter a Premier in the coming El Paso-Phoenix road race," stated Mr. Lester Saturday, "but this latest stunt of the Maxwell has grounds for further investigation before I decide on my car. I am informed that the Maxwell made an average of 24 miles in the Canadian race and it may be that I can do better with a Maxwell than a Premier. I will go over the race course and run the cars and run the cars that makes the best time."

Greatest Of All Racers Has Become a Convert To The Enclosed Car
Barney Oldfield, the most widely known exponent of motor speed in the world at any time, has lately been going to and from his new tire factory in a closed car.

At first this seemed rather unusual for Barney, as he is always traveling in an open car, a pattern of the racer he drove on the track. Lately, however, Barney realized from the racing that the more sedate duties as president of the Oldfield Tire company, and soon after picked a Franklins Sedan in which to make trips to and from the factory. The factory is the tip of a mountain in the Canadian Rockies, which he says is plenty "fast enough." Barney, being 100 percent motorist, this statement is significant. Naturally Barney has his new Sedan equipped with Oldfield tires.

High Cost Of Living Has Not Reached Automobile Tires
"Old High Cost of Living has got his hands in on everything but tires," states D. C. Bortoff, manager of the Quick Tire Service, Inc. "Tires are often alleged to be the most costly item of the car owner's equipment, and the constant war on them naturally makes tire cost continual. Yet tires are comparatively low priced. They are anything about an auto today. Tire manufacturers voluntarily reduced the price of tires, a thing which is in any other department of the auto business. Tires are cheaper than during the war, while most everything else has taken a skyrocketing trip."

Even When Cars Are Recovered Thieves Inflict Much Damage
"I was where Nick Sunday, well known boxer, has recovered his auto taken a few nights ago," states Charles E. Barker, of the Auditorium Garage. "Sunday's car, a Buick, was taken and otherwise damaged to the probable extent of a couple of hundred dollars. The illustration shows it is much cheaper for a car owner to use a sound lock than to spend a sound of coverage in case of detection—and the thieves escaped at that. The only solution to the continued auto thefts here is a dependable lock."

Summeril Makes Training Trip Through Territory
E. W. Summeril, manager of the J. E. Robertson Rubber Co., has just returned from a business trip through New Mexico and Arizona that also turned out to be a training trip. Raina and a "shout" caused him to make a physical exertion to put Mr. Summeril in fine training. Old Sol did his bit so that the manager returned home as a braver and fitter for a field meet.

Mr. Summeril established a number of "anchors for Hewitt tires" in the territory he covered.

Mr. Kirkpatrick Leaves For Detroit Factory
J. W. Kirkpatrick, proprietor and manager of the Tri State Tractor and Implement company, left Thursday night for Detroit, where he will endeavor to secure a larger shipment of Fordson tractors for the Southwestern district, for which he is distributor. Mr. Kirkpatrick will make a trip through the East before returning to El Paso.

Swift Messenger, 23 blocks 25 cents
Advertisement.

AMERICAN TIRE DID ITS PART

French and English Bid Higher Than Cost for Used American Tires.

That the automobile trade as a single industry did more than its bit to win the war is the opinion of D. Q. Snodgrass, manager of the Snodgrass Racine Tire company.

"The way American cars held up was distinctly noticeable," states Lieut. Snodgrass. "So impressed were the French and English with the service given by American cars that the other day when Uncle Sam held an auction in France the French and English bid in many cars at prices greater than the cost of the cars sold. They also bought thousands of tires that had been used for prices above those for which the tires may be secured here in the United States."

"But tires impressed them less than the car itself," Lieut. Snodgrass said. "There is much competition in the tire line and continual advance in the quality of the tires. The tire company has added a system of extra tests that enables them to give a greater guarantee for the tires. That makes others hump and so on until at present it is possible for the tire to be sold at a price greater than the cost of the car. The tire for his money if he uses good judgment in selection. The improvements made in tires have outweighed the price."

PACKARD AND PAGE ENTER

Managers Howey and Watkins Announce Entries for El Paso-Phoenix Race.
Announcement of entries in the El Paso-Phoenix road race continues to be made every few days. Sales manager L. B. Howey, of the Southern Border Motor Co., announced Thursday that a Paige big six is being groomed to make the race. Friday manager Sam Watkins, of the Western Motor Co., announced that he will enter a Packard, with Johnnie Hutchins at the wheel.

A Paige, driven by E. L. Cord, of the McKinley Sales Co., of Phoenix, will be the last of the Packard race in competition with 14 other racers of well known make, and Mr. Howey is confident the Paige will represent the El Paso-Phoenix race.

The fact that Johnnie Hutchins, well known driver, just returned from the last Boston Phoenix race, is a very definite interest to the race. Glenn W. Curtis, of the Firestone Co., and president of the El Paso Automobile Trade Association, announced Saturday that a meeting will be called soon, probably for next Friday night, at which the details of the road race will be perfected and immediate action taken.

Government Advice About Auto Repairs Is Good, Says Ku Ney

"Uncle Sam is right about it when he says it is time to spruce up the car," states Dick Ku Ney, in charge of the D. N. Auto repair department. Most people let their cars run down to a certain degree during the war. It was unpractical to spend any more than absolutely necessary at a time when the details of the road race will be perfected and immediate action taken.

"But now the war is over. Labor is no longer scarce. I see by a recent statement issued from Washington that 10,000 soldiers are being discharged every day. Uncle Sam has issued the statement that it is patriotic now to have auto repairs done. Besides that it is economical. Spruce up your engine, renew those worn parts, the advice of Uncle Sam in a recent bulletin, and it is sound advice for the car will run smoother, you will get there quicker and the wear will be less. Materials and parts will not come down in price. Now is the time to repair and the cheapest, for in opinion of government officials the price of tires is instead of falling, 'Spruce up your car now.'"

Improvements Quickly Affect Sale Of Cars And Trucks—Pelham

"Just how quickly improvements wanted by the public affect sales has been proved since we have equipped Ford trucks with automatics, the rear wheels and Ford with electric lights and self starters have arrived," states C. E. Pelham, manager of the El Paso Motor Co. "The demand for Ford cars has increased almost 100 percent and that of trucks little less. With all the luxuries of the bigger and more expensive cars, the Ford has doubled in popularity."

- Motor Sparks -

A. J. ENGQUIST, manager of the Federal Tire company, is a firm believer in the efficiency of advertising in the tire line. Mr. Engquist recently made an opening announcement in an ad in The Herald following it up with a smaller display with the result that he has secured several orders from towns and cities in his territory. "I haven't been here long," says Mr. Engquist, "but they know where I am."

E. R. Russell, "a" man with headquarters in Paris during the war, and well known in El Paso automobile circles, arrived home from overseas last Friday after having various times been along almost the entire front. Mr. Russell was contacted with the West Coast Motor company before leaving overseas. He announces that after a rest he will again enter the auto business here.

M. L. Naquin, who has been confined to his home by illness for several days last week, has continued to boost the El Paso Phoenix road race from his residence, where he has received several calls inquiring as to entry conditions. Mr. Naquin announces that a meeting will be called by G. W. Curtis, of the Firestone company, the coming week, at which members of the Automobile Trade Association will take up the matter of perfecting details for the race.

"There is one place where profit-making is entirely absent," states W. H. Bliss, of the Cycle and Auto Supply company, and that is in bicycle tires. At a time when auto tires are a big item of expense, because of constant wear, but the price on tires has not been boosted. The man who rides to work wears no more tire "miles" now than he did during the war."

HOWEY DIDN'T EVEN HESITATE

Local Driver Dives Into Water-Washed District and Gets Through.

When a cloud burst between the De-troit ranch and Cutler caused two bad washouts and flooded the road for 12 miles, turning back 20 autos bound for Elephant Butte dam, L. B. Howey, of El Paso, sales manager of the Southern Border Motor company, didn't even hesitate according to reports even thought Mr. Howey, but diving into the water and braving the risks of sticking in a rat or washout hole, drove his way through to Elephant Butte last Friday night. Ed A. Thienius accompanied Mr. Howey. The condition of the road improved but little for two days, no other driver attempting to make the trip Saturday or Sunday. Mr. Howey on his return, drove over the road again Monday before any other attempt had been made to travel it. The car driven through was a model 19 Paige. Both Mr. Howey and Mr. Thienius were well high exhausted from the physical strain of the trip, but made the gap without assistance.

Tire Economy Forced By War, Continues In Force Throughout U. S.
Motoring economy is one of the benefits America inherited from the late world war, according to Capt. E. P. Means, local dealer for the Gates Half-Sole Tire.

"And because tires are one of the really necessities of motoring," added Mr. Means, "it is to his wheels that the motorist first turns for a saving in his mileage bill."

"Tire economy was almost forced on America by government regulations during the war. When the United States entered the conflict the output of tires was limited to certain sizes and production was curtailed. This was done to conserve man-power and ocean shipping space, and to help eliminate freight congestion in this country."

"At first motorists were inclined to 'kick' on having tire economy thrust upon them, just as some persons objected to the limitations placed on the amount of sugar in their morning coffee or afternoon tea. But now that the war is over the average automobile owner is adopting thrift by choice. He doesn't need any urging from the government or from individuals."

Gates Half-Sole Tires were recommended in war time as an economical necessity. The plant of the Gates

Rubber Company in Denver, Colo., was permitted to operate at full capacity when the government was limiting production and distributing the different sizes of tires. The Gates Company materially increased its output of the economic half-sole tire during the war.

MUTES HOLD BIG OUTING.
Eight hundred deaf mutes from Akron, Cleveland, Canton and Put-

burgh, all members of the National Fraternal Society for the Deaf, have just held their annual outing at Myers Lake, near Canton, Ohio. One of the big features of the day's program was a baseball game in which the Akron mutes defeated the team made up from the other cities. In addition to this game a varied program of sports was carried out, embracing practically every form of outdoor athletics.

PUNCTURE-PROOF TIRE SERVICE GUARANTEED!

There are scores of prominent business men in El Paso glad to tell you their experiences with Gates Half-Sole Tires.

These men are getting 5,000 to 15,000 more miles than ever before from their tires.

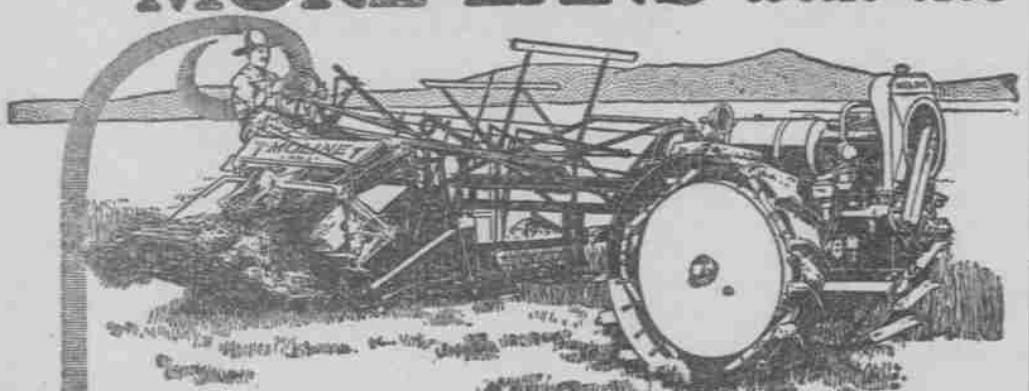
Many of them first bought for economy—Gates Half-Sole Tires cost only 1/2 as much; but now they buy because they are getting better tire service and longer mileage than they ever believed it was possible to get from tires.

The reason is that Gates Half-Sole Tires embody a new principle in tire construction which eliminates tire trouble and cuts tire expense in half. They are guaranteed puncture-proof.

Investigate!
We are in a position to take in your old tires on new ones—as much as 25c a pound paid for used casings.

GATES HALF-SOLE TIRES
REGISTERED U. S. PAT. OFF.
Authorized Service Station
401 MYRTLE AVE. PHONE 1439.

ONE MAN CAN FARM MORE LAND with the



UNIVERSAL TRACTOR
It Solves The Farm Help Problem

With the Moline-Universal—the original two-wheel tractor—one man can farm more land than was ever before possible, because—

One Man has power at his command equal to six horses, capable of doing the work of nine horses, due to its greater speed and endurance. One Man operates the Moline-Universal from the seat of the implement to which it is attached, where he must sit in order to do good work. One Man can start in the spring and go from one operation to another—plowing, harrowing, planting, cultivating, seeding, harvesting grain or corn, spreading manure, filling the silos, cutting wood, etc., doing all farm work from one year's end to another, independently of horses or hired help.

All these one-man operations are possible with the Moline-Universal because it is mounted on two wheels. It attaches direct to the implement, making one compact unit—the tractor, front wheels and the implement, the rear wheels. One man controls the entire outfit from the seat of the implement. There has been good reason in the past for putting a seat on implements, for it is from this point that the work must be observed and that adjustments must be made.

Being close coupled to the implement, the Moline-Universal tractor backs as readily as it goes forward, and turns in a 16-foot circle. It steers so easily that a boy or woman can handle it as well as a man.

With the Moline-Universal one man can take care of all the requirements on the average size farm.

Plowing with two-bottoms, the Moline-Universal tractor does as much work in one day as the ordinary three-plow tractor, due to the higher speed at which it operates, 2 1/2 miles an hour. It has the power to run at this high speed because all of its weight is traction weight—all of it is converted to pull.

The light weight of the Moline-Universal tractor, 3500 pounds, and its high clearance—greater than that of the average cultivator—make it perfectly adapted for cultivating. It isn't the kind of tractor that does your plowing and seed bed preparation and then rests while your horses do the planting, cultivating and harvesting.

Mechanically, the Moline-Universal is the most modern tractor built, containing more refinements and improvements than any other tractor on the market.

El Paso Moline Tractor Co.

POWERS & TRUESDELL, Distributors.

Temporary Office
Coney Island Bldg.

Phone 888.

EL PASO, TEXAS.

This is the Post-War Maxwell of Which You Have Heard So Much



More miles per gallon
More miles on tires

THE public, which has so often expressed itself in favor of Maxwell cars (having purchased more than \$200,000,000 worth to date) now finds a new delight in this wonderful car.

It's a Post-War Maxwell.

The hundred and one things that keen engineers worked out in Maxwell laboratories during the war "have found their way into steel!"

It's a greater car than any of the 300,000 of this same basic design that now may be found on any of the world's highways.

You can search from axle to axle and most anywhere you will find bits of fine engineering development that will astonish you.

engineering development that will astonish you.

You can locate them in radiator, brakes, electric system, transmission, frame, bonnet, body and even top.

Yet, there is nothing that long road tests have not proved out, that ripe experience and level heads have not O. K'd.

Also equipped with Hot Spot and Ram's-horn.

You pay \$985 f.o.b. Detroit. You might easily pay \$200 more and feel that you had a decided bargain.

Be among the first to drive a Post-War Maxwell. Get the most recent thing in a car.

Lester Motor Co.

R. A. LESTER, Mgr.
501 Montana St. Branch at Deming. Phone 2130.

